

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Claims 1-11. (Cancelled)

12. (Currently Amended) A sign wall base comprising:

a three dimensioned element which, defines a signage recipient base element, ~~the a mounting surface of said~~ base element being configured to be ~~secured in a non-removable manner to a wall or floor~~ securably mounted to an area where a wall meets a floor such that the area where the wall meets the floor is hidden behind a length of said three dimensioned element when said three dimensioned element is securably mounted to the area where the wall meets the floor,

at least one signage donor element having three dimensions;

said base and donor elements being constructed of similar substance, except for at least one difference in appearance or tactile perception;

said base element containing a stencil-like portion, which is configured to support therein signage material from said signage donor element; and

three dimensional signage material, from said donor element, inserted into said stencil-like portion of said base element.

13. (Currently Amended) A sign wall base according to claim 12 in which,

said donor element signage material comprises a plurality of sub-parts; and

said stencil-like portion comprises a plurality of separate sub-portions, with each said sub-portion having inserted therein at least one of said plurality of donor element sub-parts.

14. (Currently Amended) A ~~sign~~ wall base according to claim 13 in which some of said sub-parts are of different colors.

15. (Currently Amended) A ~~sign~~ wall base according to claim 14 in which said recipient base element has a color contrasting from said different colors of said sub-parts.

16. (Currently Amended) A ~~sign~~ wall base according to claim 12 in which said one difference is color.

17. (Currently Amended) A ~~sign~~ wall base according to claim 12 in which said one difference is texture.

18. (Currently Amended) A ~~sign~~ wall base according to claim 12 in which said one difference is in the thickness dimension.

19. (Cancelled).

20. (Currently Amended) A ~~sign~~ wall base according to claim 12 in which said signage indicates evacuation information.

21. (Currently Amended) A ~~sign~~ wall base according to claim 12, in which said signage indicates an exit.

22. (Currently Amended) A ~~sign~~ wall base according to claim 12, in which said signage material is inserted by snap-fit to become integral within said base element.

23. (Currently Amended) A sign wall base according to claim 12, in which said signage indicates emergency instructions.

24. (Currently Amended) A sign wall base according to claim 12, in which the signage material indicates a direction.

25. (Currently Amended) A sign wall base to border and cover an area where a wall meets a floor so as to blend a transition from the wall to the floor, comprising:

a base element having a mounting surface configured to be fixed in a non-removable manner securably mounted to a floor or wall the area where the wall meets the floor such that the area where the wall meets the floor is hidden behind a length of said base element when said base element is securably mounted to the area where the wall meets the floor, said base element defining an integral sign therein; and

indicia inlaid into the base and a donor element configured to be securably mounted within said sign defined within said base element and having a surface adapted to contrast with a surface of said base element such that when said donor element is securably mounted within said sign, the contrast between said donor element and said base element is visibly distinguishable from the base and made of the same or similar material as the base.

26. (Currently Amended) The sign wall base of claim 25, wherein the said base element is one or more of the following:

carpet cove base;

carpet coving;
cove base;
stair riser;
carpet cove cap;
wall base;
cove wall base; and
resilient flooring material.

27. (Currently Amended) The ~~sign~~ wall base of claim 25, wherein the ~~said base element~~ is comprised of one or more of the following: thermoset vulcanized rubber, thermoplastic rubber, and thermoplastic vinyl.

28. (Currently Amended) The ~~sign~~ wall base of claim 25, wherein the ~~indicia~~ said donor element is shaped to be in the form of one or more of the following: an alphabet letter, a number, and an arrow.

29. (Currently Amended) The ~~sign~~ wall base of claim 25, further comprising a phosphorescent substance located on the ~~indicia~~ surface of said donor element.

30. (Currently Amended) The ~~sign~~ wall base of claim 25, further comprising glitter particles located on the ~~indicia~~ surface of said donor element.

31. (Currently Amended) The ~~sign~~ wall base of claim 25, further comprising a photoluminescent substance located on the ~~indicia~~ surface of said donor element.